PLANNING
THE
MODERN KITCHEN



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FOREWORD

A message of special interest to home-builders from the President of... Home Owners Institute

PROGRESS in home-building from the days of ancient Rome has been slow and halting . . . up to the present.

The present generation has watched the glistening bathroom become a common necessity. Electric refrigeration has taken its place with running water, central heating systems and other conveniences. Modern improvements have changed the whole world's conception of comfortable living.

Behind this remarkable advance in home improvement are many factors. One of the chief of these is the awakened interest of every adult being in better homes. . . . Another is the progressive view point of manufacturers who have merchandise to sell.

The Home Owners Institute was founded on the belief that it could serve the public and manufacturer alike by bringing the two together through the medium of Model Homes.

Therefore, I welcome this opportunity to forward the "better homes movement" by expressing my belief that Monel Metal is one of the materials science provides to make homes more attractive, more convenient, and less costly to maintain.

President, Home Owners Institute





Monel Metal is used... in MODEL HOMES *for...*

TABLE TOPS



Kitchen experts engaged in the planning of model home kitchens appreciate that Monel Metal equipment has advantages that other materials can never provide.

Where appearance must be neat and inviting . . . where wear and abrasion must be considered

LAUNDRY CHUTES



. . . you can build best by employing Monel Metal.

Surfaces used for mixing, dish washing, serving and food preparation must be rust-proof and easy to clean. Monel Metal CANNOT rust—its silvery surface may be kept bright as new with very little effort.

Monel Metal stands the wear and tear of daily use better than any other metal available for home equipment. It is strong as steel and has no coating of any kind to chip, crack, peel, or wear off.

CABINET TOPS



For some purposes . . . washing machines, laundry chutes, etc . . . you must have an absolutely smooth surface—glass-like . . . free from rough spots . . . Here again, Monel Metal meets requirements. It takes a mirror-like finish that cannot injure the most delicate fibre in the sheerest fabric.

All of these desirable properties are combined in one metal—Monel Metal. It is apparent that this silvery Nickel alloy is a material which is absolutely unique . . . there can be no substitute.

Other Typical Uses

Among the common household uses for Monel Metal are the following:

*Cabinet Tops, *Drain Boards, *Dumbwaiters, Fireplace Fixtures, Garden Furniture, Gates and Grills, Hardware, *Kick Plates, Lighting Fixtures, *Laundry Chutes, Medicine Cabinets,

ORNAMENTAL WORK



OVEN LININGS



Mirror Frames, *Push Plates, *Radiator Covers, Range-oven linings, Range Trim, *Range Hoods, *Shelving, *Sinks, *Table Tops, Utensils, Washing Machines, *Window Boxes.

** These items can also be procured from your local sheet metal worker.*

The 1929 National Better Homes Architectural Competition

The Purpose

The 1929 National Better Homes Competition furnished all architects, draftsmen, and other home designers with an opportunity to win "fame and fortune" . . . an opportunity to emerge from obscurity.

Twenty-nine thousand dollars in prizes were offered by Home Owners Institute for the best home designs submitted by architects and designers. The contestants were given practically free reign. The contest was supported by leading manufacturers who saw in the competition an opportunity to profit by introducing their products under the most favorable circumstances.

The Result

More than 3,000 representative architects and home designers entered the competition.

To make the winning plans representative, designs were classified according to geographical divisions and prizes were awarded for the three best designs emanating from each of the thirteen different regional divisions.

These 39 winning designs were judged again by a committee representing the very highest architectural authority, and three grand prize winners selected. These three received $5,000, $3,000 and $1,500 respectively.



How and why home builders benefit

The completed prize-winning model homes will demonstrate to the public the manner in which modern materials may be combined with modern design and construction to establish new standards of beauty, convenience, and livable-ness.

In about forty cities in different sections of the United States, future and present home-owners can see with their own eyes the Monel Metal equipment which represents today's conception of quality construction.

Modern trends in *Kitchen Planning*

STEP SAVING

Present-day architects insist upon kitchen equipment being so arranged that it is readily accessible from all parts of the kitchen and also from the dining room.

LIGHTING

The ideal kitchen arrangement places the sink under one or more windows where the light will fall on the center of most activity. An electric light is generally placed over the sink. Central lights to give adequate illumination to range, refrigerator and other important units are also provided.

COLOR

Today's kitchen must be colorful. That is the demand of the modern housewife. Tile walls, bright hued linoleum, colorful hangings—all these contribute to the cheerfulness and liveableness of the modern kitchen.

CLEANABILITY

No longer must women pay the price of sore knuckles and hard toil for sanitation and cleanliness. Cleanliness today is achieved with less effort due to the availability of modern materials.

BUILT-IN EQUIPMENT

In order to save space and steps, modern kitchen design dictates the use of built-in cabinets, dining-nooks, ironing boards, laundry chutes, etc. Since they are installed as permanent equipment, they must obviously be of more rugged construction and superior materials.

BREAKFAST NOOKS

All the old-time advantages of eating breakfast in the kitchen are now secured by the provision of dining nooks within a few feet of range and sink but separated sufficiently for privacy, better ventilation, and greater comfort.

MONEL METAL

Every consideration that influences the design of the modern kitchen dictates the use of Monel Metal. It improves a room's light because it reflects and multiplies the natural light from outdoors or Mazda. Monel Metal's silvery beauty harmonizes with any color scheme—helping to blend different colors into one harmonious whole.

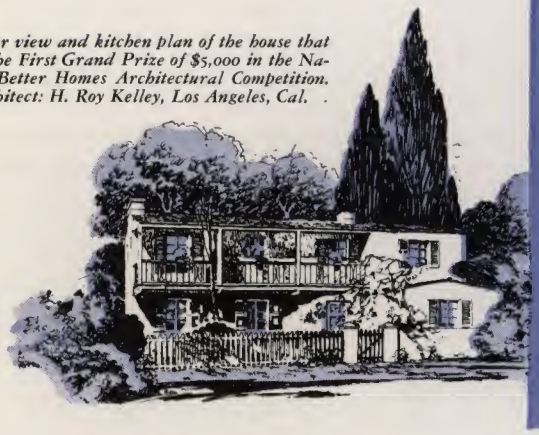
Cleanability . . . this is where Monel Metal shines. It is so easy to clean and keep clean that it is used for commercial food service equipment—the world over.

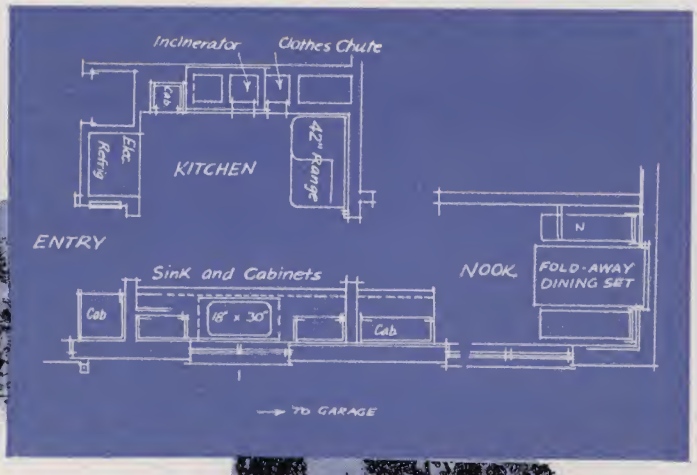
Monel Metal enhances the value, convenience and permanence of built-in equipment. Throughout the kitchen and home, wherever you must have beauty, cleanliness and durability, you should have rust-proof, silvery Monel Metal.

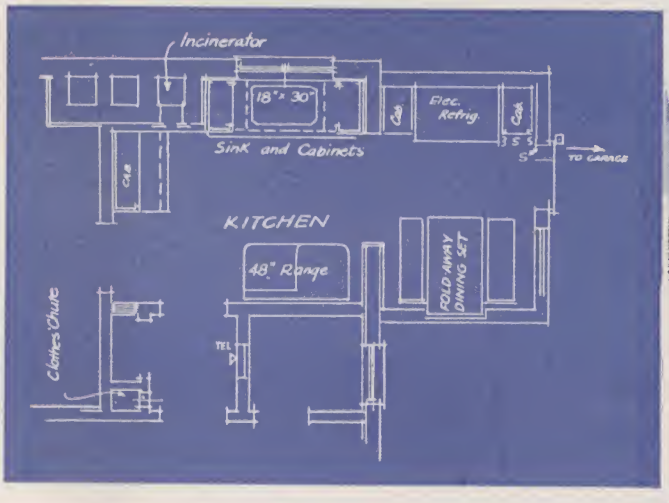
Kitchen plans for *Model Homes*

In the kitchen plans shown on these pages, the advantages of Monel Metal were fully utilized —for the working tops of various cabinets and the table top of the fold-away dining set—for the complete construction of the sink and laundry chute—and for such miscellaneous uses as door corners and exposed screws on the refrigerator.

Exterior view and kitchen plan of the house that won The First Grand Prize of $5,000 in the National Better Homes Architectural Competition. Architect: H. Roy Kelley, Los Angeles, Cal.





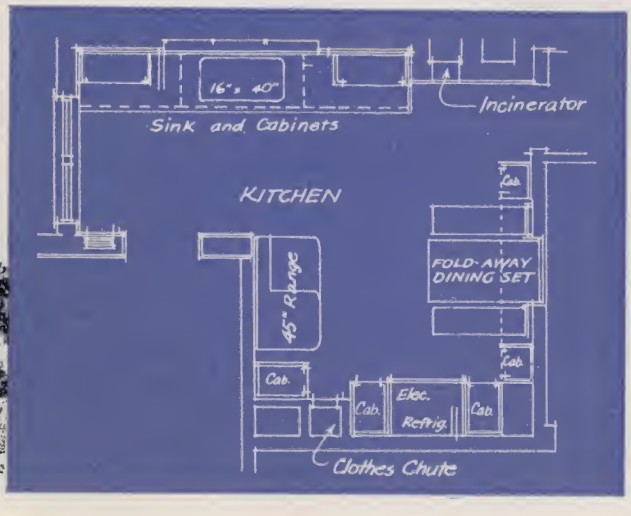




Kitchen plan and exterior of home which won The Second Grand Prize of $3,000. Architect: Harrison Clarke of Los Angeles, Cal



Perspective and kitchen plan, Third Grand Prize Winner in National Better Homes Architectural Competition. Architect: Amedeo Leone of Detroit, Michigan



How Monel Metal makes



This illustration shows the arrangement of the kitchen in the house that won 1st Grand Prize in The National Better Homes Architectural Competition. Note the combination Monel Metal sink and cabinet tops.

A Monel Metal sink helps bring a kitchen up-to-date. Monel Metal is "modern as tomorrow".

Better than any other available material, Monel Metal permits the use of time-saving, labor-saving sink features. A Monel Metal sink can be built right into a handy cabinet, where ample storage space is at your finger tips.

A separate Monel Metal sink may have drawers, cutting boards, sliding trays—any built-in feature your personal need makes desirable.

Since Monel Metal requires less space than bulkier materials, a Monel Metal sink may be fitted into floor space that ordinarily would not take



Compact arrangement of Monel Metal sink and drainboards with cabinets and electric refrigerator in Home Owners Institute model home, Rochester, N. Y.

Good Housekeeping Easier

a sink. This feature is of great importance in kitchenettes and small kitchens.

If you like a two-compartment sink, Monel Metal will make one practicable. A divided Monel Metal sink will take practically the same amount of space as the ordinary single-compartment sink.

All of these features represent extra value to the sink buyer, for in a Monel Metal equipment you also secure the advantages inherent in the metal—rust-immunity, corrosion-resistance, steel-like strength, cleanability, long life . . . AND silvery beauty that harmonizes with any color scheme.

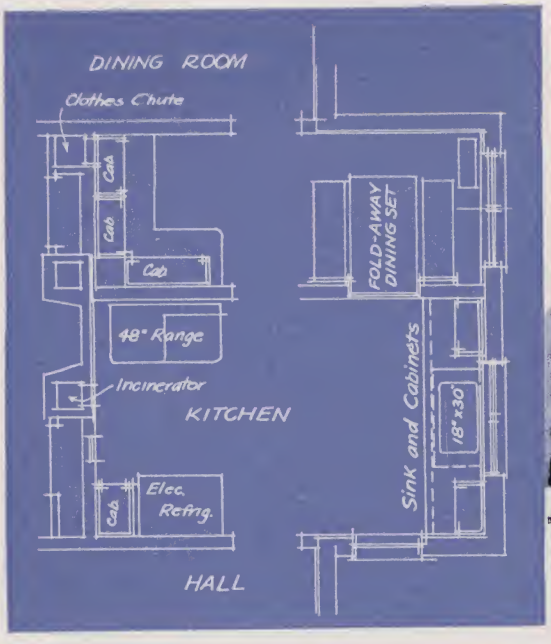


Illustration above shows another model kitchen—the one in the home that won 2nd Grand Prize in the National Better Homes Architectural Competition. Note the combination Monel Metal sink, and cabinet tops.



Two-compartment Monel Metal Sink with drainboards, splashback and cabinet top of same material.

Kitchen plans for *Model Homes*

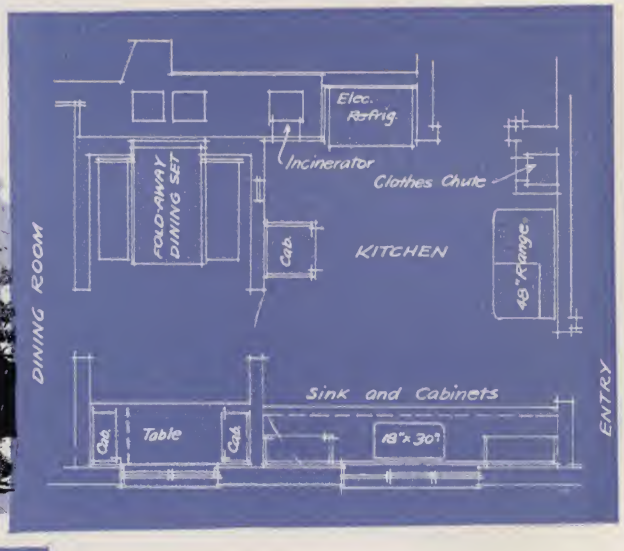


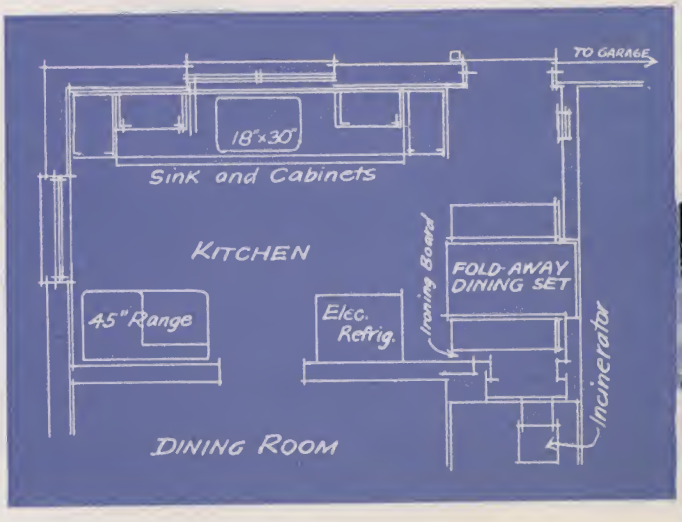
From the plans of
Alvin Grellinger



From the plans of
D. E. Stevens







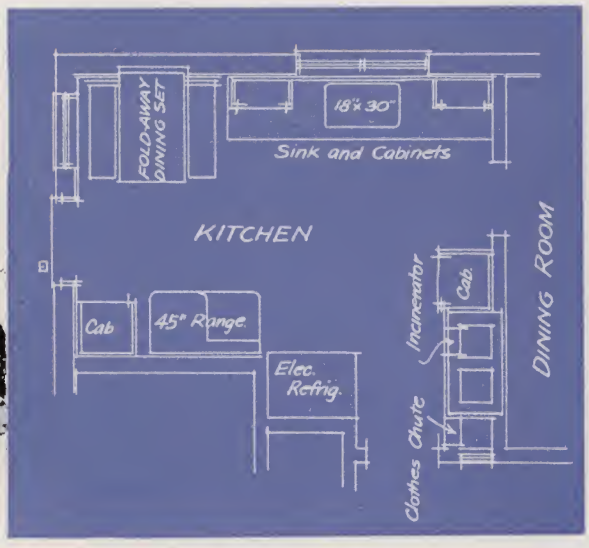
From the plans of
Fred E. Sloan and
Elmer A. Johnson

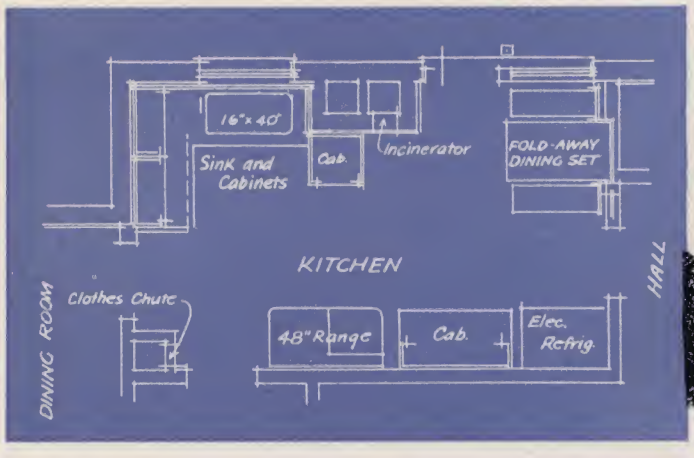


Kitchen plans for *Model Homes*

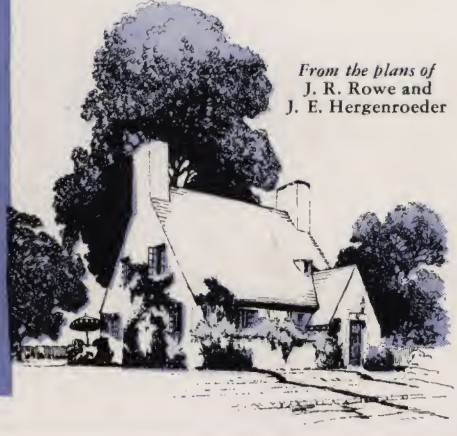
From the plans of
H. Roy Kelley





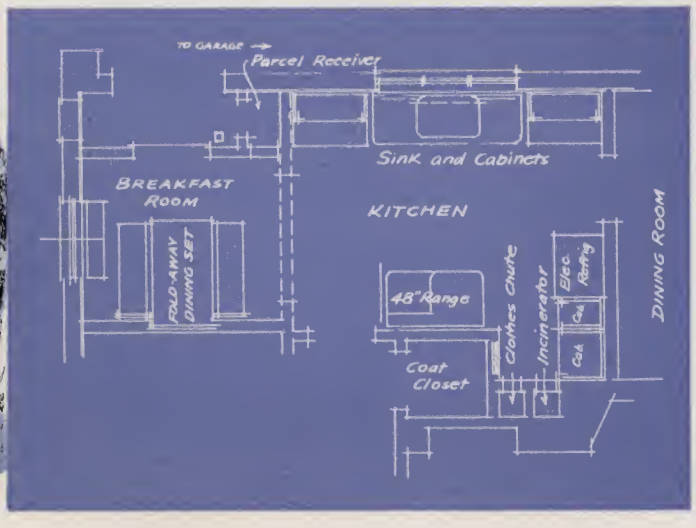


From the plans of
J. R. Rowe and
J. E. Hergenroeder

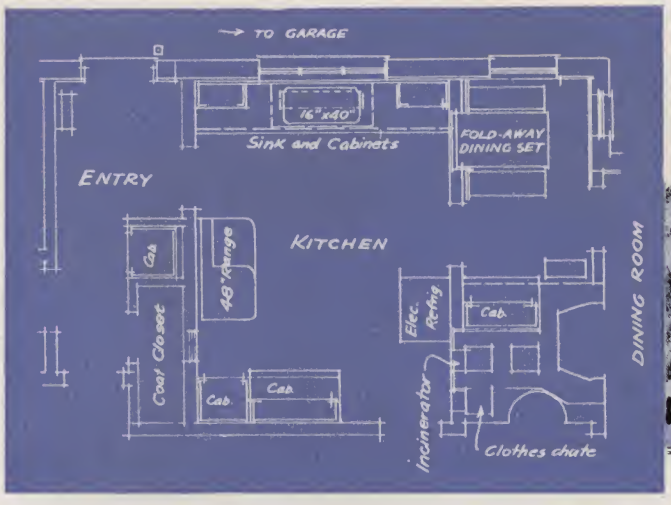


From the plans of
Otho McCrackin





Kitchen plans for *Model Homes*

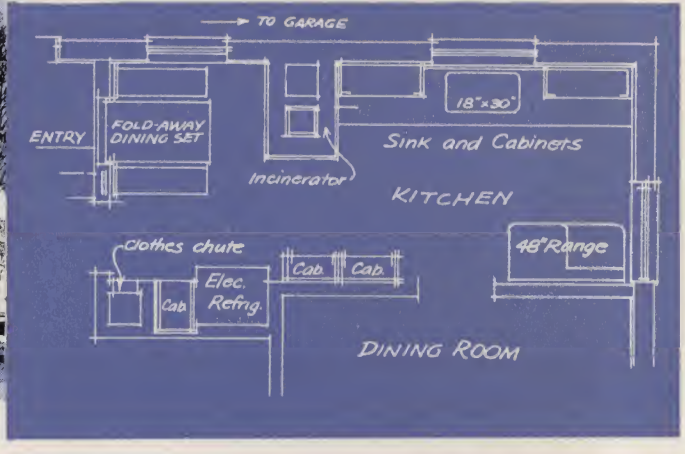


From the plans of
Constantin A. Pertzoff



From the plans of
Carlos D. Barragan and
Earl Purdy





The specifications of the 1930 Master Model Homes being built under the auspices of the Home Owners Institute, call for the following units employing Monel Metal in their construction:

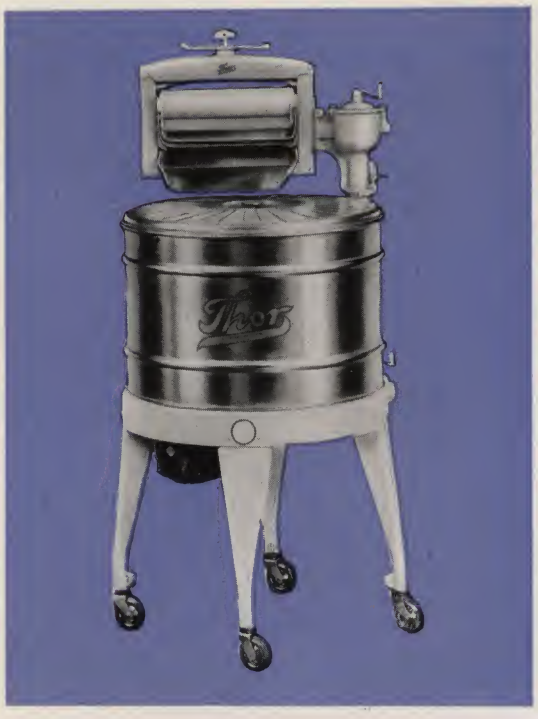
1. McDougall Domestic Science Units (cabinets) — manufactured by the McDougall Company, Frankfort, Ind.
2. Fain Fold-Away Dining Sets—manufactured by Fain Manufacturing Company, Norfolk, Va.
3. General Electric refrigerators—manufactured by General Electric Company.
4. Laundry chutes — fabricated by local sheet metal contractors.
5. Sinks—(See Buyer's Guide on inside back cover).

In *Washing Machines,* too, *Monel Metal offers . . .*

Life-time Quality

In household appliances, no less than in built-in equipment, Monel Metal aids greatly in making good housekeeping easier. Monel Metal washing machines, for instance, are now available through leading manufacturers.

Monel Metal washing machines are just as attractive—just as durable—as other forms of Monel Metal equipment. They will not spot or stain the clothes for this Nickel alloy will not rust and it resists corrosion. It is not affected by soaps and washing compounds. It is easy to clean and keep clean.



"Thor" Monel Metal De Luxe Agitator Washer, manufactured by the Hurley Machine Co., Chicago, Ill. This is Model No. 1½, with Monel Metal tub.



"Sunnysuds" Monel Metal Washing Machine, manufactured by the General Utilities Manufacturing Co., Detroit, Mich. This is the Imperial Model, with Monel Metal tub.

The smooth, glassy surface of a Monel Metal washing machine is another of its important features. Since it has no rough surfaces or sharp edges, it will not injure the most delicate fabric. You can entrust your most precious things to a Monel Metal washing machine.

Since Monel Metal has no coating to chip, crack or wear off—since it is solid metal—it is good for a life-time of service.

The ARCHITECT
The PLUMBER
The SHEET METAL WORKER
The DEALER

4 *sources of information about* Monel Metal *in the* Home....

When you build a home, you need expert advice, perhaps more than at any other time.

The architect, the plumber, the sheet metal worker, the equipment dealer . . . each is an expert in his line . . . each is qualified to give you authoritative information on the subjects which concern you most.

Before planning a new home or changes in your present one, we suggest that you first discuss your plans with an architect. He can show you where you can use Monel Metal to the best advantage.

When you go to buy a sink or other household equipment, pin your faith in the plumber or dealer who recommends Monel Metal. He appreciates that he can best secure your good will by offering products that have Monel Metal's beauty, durability and long life built into them.

Your sheet metal worker will also have suggestions regarding uses for Monel Metal. He can give you the cost of many items.

In order that you may communicate directly with the manufacturers of Monel Metal equipment concerning the items in which you are interested, there has been provided a "Buyers' Guide" which you will find in the pocket on the opposite page.

Monel Metal is a technically controlled Nickel-Copper alloy of high Nickel content. It is mined, smelted, refined, rolled and marketed solely by The International Nickel Company. The name "Monel Metal" is a registered trade mark.

FOR BUYER'S GUIDE SEE FOLDER IN POCKET

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